

Cost of Living Crisis Project

SUPPORTING COMMUNITY WELLBEING



[Supporting Wellbeing & Mental Health](#)

“
...its good fun, a good
laugh and for your
mental wellbeing its an
amazing thing
”

Connection. Belonging. Visibility. Practical help.

Community and town councils are often the heartbeat of local life and play a vital role in shaping places where people feel safe, connected, and supported.

Councils are uniquely positioned to strengthen the everyday environments that protect and promote wellbeing.

Prestatyn
Town
Council

[Singing
Strummers](#)



11th-17th May
Mental Health
Awareness Week



With creativity, partnership, and compassion, councils can turn one week in May into year-round wellbeing support that truly changes lives.

Working collaboratively with partners and other organisations can strengthen impact and sustainability

COMMUNICATION MATTERS



During Mental Health Awareness Week:

- Update your website homepage
- Use noticeboards and parish newsletters
- Share social media posts daily
- Promote national support lines
- Display posters in community buildings

Even simple signposting can save lives.



Why Councils Matter in Supporting Wellbeing and Mental Health

Mental health affects how people think, feel, and connect with others. Challenges such as loneliness, financial stress, bereavement, and social isolation are often felt most strongly at the local level.

By prioritising wellbeing, councils help to:

- Reduce loneliness and isolation
- Strengthen community resilience
- Improve quality of life for residents
- Support early intervention and prevention

Consider Wellbeing in Decision-Making:

Whether planning new developments, reviewing transport links, or organising events, consider the wellbeing impact.

- Embed wellbeing considerations into all local decisions
- Listen to your community's needs through surveys and conversations
- Strengthen partnerships with health boards and third-sector organisations
- Share best practice

Support starts locally – be part of the change.

Early Intervention:

Preventative approaches are central to improving long-term wellbeing. Work in partnership to deliver wellbeing drop-ins where people can access advice and support in an open and friendly environment on their doorstep. Visible support from trusted local leaders can reduce stigma and encourage individuals to seek help earlier.

**Bangor City
Council**

[CLICK HERE](#) 

Men's Sheds take an active role in advocating for the needs of men in Wales. Offering a 'health by stealth' approach, encouraging friendships, community and service networks through an inclusive ethos.



CREATING SAFE AND SUPPORTIVE SPACES

Community and Town Councils often manage local assets such as village halls, community centres, parks, allotments, and playgrounds. These spaces are more than just physical infrastructure—they are hubs of wellbeing.

Welcoming buildings provide safe places for support groups, workshops, and community activities. Outdoor spaces encourage physical activity, and research shows that access to green space supports mental wellbeing.

By investing in their buildings, benches, lighting, accessible paths, and inclusive play equipment, councils make these spaces usable for everyone.

Listening to the community

Creating supportive spaces starts with listening:

Regular feedback from residents helps ensure spaces meet real needs and feel relevant to those who use them.

When people feel heard, they are more likely to engage and connect.

A Foundation for Thriving Communities

Communities are shaped by connection, environment, opportunity, and belonging. Community and Town Councils in Wales sit at the heart of these factors.

By nurturing inclusive spaces, supporting grassroots initiatives, listening to residents, and fostering connection, they play a crucial, if sometimes understated, role in building resilient, compassionate communities.

Supporting Councillors and Staff

If we're promoting wellbeing in the community, we should be doing the same within our own teams.

Councillors and staff can also face stress and emotional pressures in their roles.

Encourage peer support, offer training, and create space for open conversations.



Councils are encouraged to share examples of what is working locally – whether a successful wellbeing activity, a new partnership, or a small initiative that has made a big difference.

Want to Find Out More?

For more information on the One Voice Wales Cost-of-Living Crisis project contact the team at: colc@onevoicewales.wales